



**NATIONAL OPEN UNIVERSITY OF NIGERIA**  
91, Cadastral Zone, Nnamdi Azikiwe Express Way, Jabi-Abuja  
**FACULTY OF MANAGEMENT SCIENCES**  
**2025\_2 EXAMINATIONS**

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**Course Code: MBA 820**

**Course Title: CORPORATE MANAGEMENT STRATEGY**

**TIME: 2 HRS**

**Credit Unit: 2**

- Instructions:**
- 1. Indicate your Matriculation Number clearly**
  - 2. Attempt Question 1 and any other two (2) questions**
  - 3. Question 1 is compulsory and carries 30 marks while the other 2 questions carry 20 marks each**
  - 4. Present all your points in coherent and orderly manner**

**1a.** The SWOT analysis is an extremely useful tool for understanding any decision-making for all sorts of situations in business and organisations both profit and non-profit. List the benefits of carrying out SWOT analysis. (15 marks)

**1b,** Strategy consists of four components including product-market scope, growth vector, competitive advantage and synergy. Describe the interplay between these components and their directions. (15 marks)

**2.** Define the concept of Strategic Planning, and outline and explain the considerations necessary for strategic planning. (20 marks)

**3.** Strategic management in hierarchy gives direction to corporate values, corporate cultures, corporate goals, and corporate missions. Under the broad corporate strategy are the four levels of management strategies. Mention and explain them. (20 marks)

**4.** Explain any five of the following strategic transformational dimensions

- i. Internal/External Dimension
- ii. Relatedness/Unrelatedness Dimension
- iii. Horizontal/Vertical Dimension
- iv. Active/Passive Dimension
- v. Basic/Derived Dimension
- vi. Local/Multinational Dimension
- vii. Diversity/Integrated Dimension (20 marks)